

Message Text

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ACTION COME-00

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R 181233Z DEC 75

FM AMEMBASSY ACCRA

TO SECSTATE WASHDC 444

UNCLAS ACCRA 8410

EO 11652 NA

TAGS: BEXP, GH

SUB: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE WESTERN AND
CENTRAL AFRICA

REF: STATE 294627

1. WE HAVE REVIEWED THE PROPOSED TRADE PROMOTION EVENTS
SCHEDULED FOR GHANA DURING FY-77. FOUR OF THE FIVE EVENTS SEEM
WELL SUITED TO THE LOCAL MARKET.

2. HOWEVER, THE CONSUMER GOODS CATALOG SHOW, SCHEDULED FOR
JULY 1977, SEEMS UNLIKELY TO PROMOTE U.S. EXPORTS. BECAUSE OF
GHANA'S CONTINUING SHORTAGE OF FOREIGN EXCHANGE, CONSUMER GOODS
IMPORTS RECEIVE VERY LOW PRIORITY. WE SEE NOTHING THAT WILL
IMPROVE THE FOREIGN EXCHANGE SITUATION IN THE FORESEEABLE
FUTURE. WE THEREFORE RECOMMEND THAT THIS CATALOG SHOW NOT BE
SCHEDULED FOR GHANA.

3. WE NOTE THAT PROMOTIONS SCHEDULED IN TWO CONSECUTIVE
MONTHS, DECEMBER AND JANUARY., BECAUSE OF OUR LIMITED
COMMERCIAL STAFF AND SERIOUSNESS WITH WHICH GHANAIANS
TAKE CHRISTMAS HOLIDAYS, SUGGEST THAT PRINTING AND GRAPHIC
ARTS CATALOG SHOW BE SCHEDULED FOR NOVEMBER , OR AT
LATEST EARLY DECEMBER.

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Disposition Event:
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